

IN THE CLAIMS:

Please amend Claims 1, 5, 9 and 10 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

1. (Currently Amended) A system comprising a financier and a merchant for facilitating distribution of incentives from a merchant to a parent:

said financier is in communication with said merchant, said merchant is in communication with a subsidiary, and said subsidiary is financially related to a parent;

said financier is configured to facilitate the receipt, maintenance and provision of incentive information regarding one or more incentives to be provided to said parent, said incentives configured to encourage one or more behaviors by said subsidiary;

said merchant is configured to receive financial information from said subsidiary, forward said financial information to said financier, receive said incentive information from said financier, and provide one or more incentives to said parent, said one or more incentives based at least in part on said incentive information; and

said parent is constructed to forward said one or more incentives to the subsidiary.

2. (Original) The system of claim 1, wherein said parent is an employer of said subsidiary.

3. (Original) The system of claim 1, wherein said parent is a guardian of said subsidiary.

4. (Original) The system of claim 1, wherein said merchant is an airline.

5. (Currently Amended) The system of claim 4, wherein said incentives comprise ~~comprise~~ ^{comprise} one or more discounts redeemable for travel services.

6. (Original) The system of claim 1, wherein said financial information is configured to identify a credit card account.

7. (Original) The system of claim 1, wherein said financial information is configured to identify a charge card account.

8. (Original) The system of claim 1, wherein said financial information is configured to identify a debit card account.

9. (Currently Amended) The system of claim 1, wherein said financial information is configured to settle a transaction involving one or more service provided by said merchant to said subsidiary and said one or more incentives are ~~are~~ ^{are} based at least in part on said one or more service.

10. (Currently Amended) A method for facilitating distribution of incentives from a merchant to a parent, ~~wherein the merchant~~ ^{wherein the merchant} ~~compris~~ ^{compris} ~~ing~~ ^{ing} the steps of:

receiving, by the merchant, financial information from a subsidiary, said financial information configured to settle a transaction involving one or more service provided by said merchant to said subsidiary;

forwarding said financial information, from the merchant, to said financier, wherein said financier provides said incentive information regarding one or more incentives to be provided to a parent, said one or more incentives configured to encourage one or more behaviors by [[a]] the subsidiary;

receiving said incentive information from said financier; [[and]]

providing one or more incentives to said parent, said one or more incentives based at least in part on said incentive information; and

forwarding said one or more incentives, by the parent, to the subsidiary.